

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

CINEMAS – Enhancement of rate of admission in Cinema Theatres
in the State – Orders – Issued.

HOME (GENERAL.A) DEPARTMENT

G.O.Ms.No.181

Dated:11-07-2011.

Read the following:

1. G.O.Ms.No.538 Home (Genl.A) Dept., Dated 11-07-1994.
2. G.O.ms.No.612 Home (Genl.A)Dept., Dated 11-07-1994.
3. G.O.Ms.No.218 Home (Genl.A) Dept., Dated 14-07-1995.
4. G.O.Ms.No.233 Home (Genl.A) Dept., Dated 25-10-2001.
5. G.O.Ms.No.175 Genl Admn.(I&PR.II)Dept.,
Dated 2-04-2005.
6. G.O.Ms.No.369 Home (Genl.A) Dept., Dated 18-12-2008.
7. Reprns. from the A.P. Film Chambers of Commerce,
the Telengana Film Chambers of Commerce, Sec'abad,
and the Telugu Film Producer Council, Hyderabad.
8. G.O.Ms.No.2071 Home (Genl.A) Dept., Dated 02-12-2010.

ORDER:

In the reference fourth read above, Government have issued orders after taking various recommendations made by the Committee constituted under G.O.Ms.No.369 General Administration (I&PR.II) Department, dated 9-11-2004, with regard to slab system for collection of entertainment tax in respect of Cinema halls located under jurisdiction of Municipal Corporations, Selection Grade, Special Grade Municipalities and procedure has been prescribed to collect entertainment tax, tax free maintenance tax, rate of admission etc.

2. After taking the recommendation of the Committee constituted vide G.O.Rt.No.1072 Home (Genl.A) Department, dated 4-06-2008 into consideration, Government have issued orders vide G.O. 6th read above, enhancing the rates of admission in higher classes in respect of the theatres located in Municipal Corporation areas, without distributing the rates of admission in other classes.

3. In the representations seventh read above, the President, Andhra Pradesh Film Chambers of Commerce and other organizations, among others, have requested the enhancement of rates of admission.

4. Government after careful consideration of the matter, constituted a High Power Committee, under the Chairmanship of the Chief Secretary to Government, with the following Members in the G.O. eighth read above to look into the requests made by the Andhra Pradesh Film Chambers of Commerce and others.

(Contd...2)

1. Chief Secretary to Government Chairman.
2. Principal Secretary (Revenue-CT) Member.
3. Principal Secretary (MA&UD) Member
4. Principal Secretary (Finance) Member
5. Commissioner & Ex-Officio Member
Secretary I & P.R.
6. Principal Secretary to Govt. Home Member-Convener.

5. The Committee after detailed discussions on the issues raised by the organization concerned above (3) Agencies had made the following recommendation:

Enhancement of rate of Admission to Cinema Theatres.

6. The Committee took into account the enhancement of rates ordered by the Government for the Upper Class of Cinema Theatres in the State, in G.O.Ms.No.369, Home (Genl.A) Department, dated: 18.12.2008, and also the rates prevailing in Tamil Nadu and Karnataka States. The Committee examined the representations of various stakeholders like producers, theatre owners, cinegoers etc. and the Committee felt that it is appropriate to recommend for the enhancement of the admission rates for Upper Class as follows:

Class	Municipal Corporations Areas (Rs.)		Other Locations (Rs.)	
	Existing Rates	Revised rates recommended	Existing Rates	Revised rates recommended
Air Conditioned	50	60	30	40
Air Cooled	50	55	25	30
Ordinary	25	30	20	25

7. The above recommended rate for the Upper Class shall be a fixed one, so as to prevent leakages of revenue, in terms of entertainment tax payable.

8. Further, keeping in view the representations by Consumer Protection Groups such as, "Cine Prekhsaka Viniyogadarula Sangam" etc., it was decided not to recommend any enhancement in the admission rate for the Lowest class, as fixed under G.O.Ms.No. 233, Home (Genl.A) Department, dated: 25.10.2001, so as to avoid inconvenience to Cinegoers belonging to the lower-income groups.

9. *As regards variable rate for the initial 2 weeks, which was tried out in the past, the Committee opined that it may not be practicable to implement the variable system and hence, it was considered appropriate not to recommend the same”.*

10. Government after careful examination of the recommendations of the High Power Committee, referred to above, in exercise of powers conferred under the Andhra Pradesh Exhibition of Cinemas Act, 1955 and Andhra Pradesh Cinemas (Regulation) Rules, 1970 here by fix the following rates of admission in respect of higher classes as shown against the existing rates of admission mentioned in the statement below in supersession of the orders issued in the G.O. 1st read above.

Class	Municipal Corporation Areas (Rs.)		Other Locations (Rs.)	
	Existing Rates	Revised rates	Existing Rates	Revised rates
Air Conditioned	50	60	30	40
Air Cooled	50	55	25	30
Ordinary	25	30	20	25

11. The District Collector & Licensing Authorities in the State are requested to take necessary action, in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

B.P.ACHARYA
PRINCIPAL SECRETARY TO GOVERNMENT

To
The District Collector & Licensing Authorities in the State.
The Commissioners of Police, Hyderabad / Cyberabad.
Principal Secretary, Revenue (CT) Department.
PS to Chief Secretary
PS to Minister for Home.
Special Chief Secretary to CM.
OSD to Minister for .&PR and Cinematography)
SF/SCs.

// FORWARDED :: BY :: ORDER//

SECTION OFFICER.